



# COTSWOLD DISTRICT COUNCIL

Council name	<b>COTSWOLD DISTRICT COUNCIL</b>
Name and date of Committee	<b>CABINET - 15 JULY 2020</b>
Report Number	<b>AGENDA ITEM (3)</b>
Subject	<b>BARN THEATRE – MEDIA PROPOSAL</b>
Wards affected	ALL
Accountable member	Cllr Joe Harris / Leader of the Council Email <a href="mailto:joe.harris@cotswold.gov.uk">joe.harris@cotswold.gov.uk</a>
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Summary/Purpose	To consider a proposal from the Barn Theatre for ongoing media support for the Council
Annexes	Annex A - Barn Media Proposal
Recommendation/s	<i>a) To consider the proposal from the Barn Theatre to provide ongoing media support to the Council for a trial period of one year at a cost of £20,000.</i> <i>b) That in the event of a) above being supported, Cabinet approve a contract waiver for this transaction.</i>
Corporate priorities	Help residents, businesses and communities to access the support they need to ensure a high level of health and well-being
Key Decision	NO
Exempt	NO
Consultees/ Consultation	None

## **1. BACKGROUND**

Since the beginning of the Covid-19 Lockdown in late March 2020 the Barn Theatre has been hosting, recording and streaming the 'CDC Live' event free of charge, initially on a weekly basis and more recently every two weeks. As a commercial undertaking they have indicated that if this event is to continue then the Council would have to pay for this service.

## **2. MAIN POINTS**

- 2.1.** The detailed proposal from the Barn for ongoing media support is attached to this report as Annex A. In summary, the proposal includes provision for :
- a monthly 'CDC Live' show at £1250 per programme for a period of twelve months
  - the production of 6 professionally shot and produced videos focusing on a particular topic or issue such as the Council's budget or any specific campaign such as mental health, recycling promotion etc. at a cost of £1000 per video plus expenses
- 2.2.** CDC Live has proved to be very popular, achieving viewing figures across various platforms of between 3000 and 7000 per show, and there have been requests from those viewing it for it to continue beyond the end of the Covid-19 lockdown. The additional proposal for the creation of videos represents a service that the Council and Publica do not currently have the facilities or the skills to provide in-house, and provides a valuable alternative method of engaging with the communities of the District on important issues.

## **3. FINANCIAL IMPLICATIONS**

- 3.1.** As indicated above and in the detailed proposal at Annex A, the full cost of the proposal is £21,000, but in recognition of the mutual desire to build a lasting relationship between the Barn and the Council they are offering to undertake this work for £20,000, to be paid monthly.
- 3.2.** The 2020/21 budget includes £35,000 for communications (£5,000 in base budget and £30,000 for 2020/21 only), which is sufficient to cover the costs of this proposal. It is recommended that this be treated as one year pilot, to be reviewed in advance of setting the 2021/22 budget so that ongoing financial provision can be made should this be considered appropriate.

## **4. LEGAL IMPLICATIONS**

- 4.1.** As this proposal is for a trial period and is based on a continuation of the work already undertaken by the Barn Theatre for the Council, Cabinet is requested to waive the usual procurement rules in order for it to be progressed.

## **5. RISK ASSESSMENT**

- 5.1.** There is a risk that the Barn Theatre ceases to trade during the period of this agreement and that the Council is therefore unable to achieve all that it hopes to from this arrangement. However, that risk is mitigated by the payments being made on a monthly basis.

## **6. EQUALITIES IMPACT**

- 6.1.** The proposal will enhance accessibility to the Council's external communications messages by providing an ongoing online presence.

## **7. CLIMATE CHANGE IMPLICATIONS**

- 7.1.** None.

## **8. ALTERNATIVE OPTIONS**

- 8.1.** The Council could choose not to pursue this proposal, but would lose the momentum that has been built up behind the 'CDC Live' shows and could be seen as a backward step by those people who have really appreciated the opportunity to watch and interact with the Council in this way. It would also remove the opportunity for clips from those shows to be used in the Council's Facebook page in relation to ongoing issues. A further alternative would be for the Council to invest in its own video and broadcasting equipment but the cost of that is likely to be significantly greater than the cost of the Barn's proposal.

## **9. BACKGROUND PAPERS**

- 9.1.** None.

(END)